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**1933-2007: a history of innovation**

**1933** Francesco Illy founded the company in Trieste.  
   
**1935**Francesco Illy designed and patented both the “illetta”, the predecessor of modern espresso coffee machines, and pressurization, a revolutionary system for preserving the blend, which allowed coffee to be shipped right across Italy way back in the thirties.  
   
**1939** illycaffè introduced the espresso culture to Northern Europe. Holland and Sweden were the first countries to discover the aroma and delight of concentrated coffee in a small cup.  
   
**1947** The arrival in the company of Francesco’s son, Ernesto, a chemistry graduate, strengthened its passion for science and technology and alliances were set up with other businesses, science centers and universities.  
   
**1957** The can manufacturing unit was built, so that the preservation of the coffee aroma and flavor was also directly controlled and guaranteed by the company. The company's first chemistry laboratory was also established, as well as the initial production of coffee for home consumption in smaller-sized, round cans of ground illy coffee.  
   
**1965** The company moved to its current Trieste headquarters in Via Flavia, which houses the chemistry laboratory, the production of coffee and packaging materials and the packaging process.  
   
**1974** illycaffè was the first company in the world to produce portioned coffee servings -  individual coffee pods for preparing café-quality coffee at home or in the office in the simplest, safest and quickest way.  
   
**1988** illycaffè patented the digital sorting machine, which guarantees bean perfection by “photographing” their shape and color.  
   
**1991** The designer Matteo Thun, based on an idea by Francesco Illy, created the signature white illy espresso cup, a synthesis of beauty and functionality. In this same year, the Brazil Award was instituted to reward, on a yearly basis, the Brazilian coffee growers who produce the best quality green coffee. A quality control laboratory, Assicafè, was also established in Brazil.  
   
**1992** The first series of illy collection cups was produced.  
   
**1996** The current illy logo – a red square with the brand name written in four soft white brushstrokes – was designed by artist James Rosenquist.  
   
**1998**illycaffè founded AromaLab in the Area Science Park in Trieste, where the individual aromas making up the flavor of coffee are identified, studied and mapped.  
   
**2000** The University of Coffee was founded, a place where baristas and coffee lovers learn the art and culture of coffee, from bean to cup.  
   
**2002** The *In Principio* project, the collaboration between illycaffè and the photographer Sebastião Salgado, began in Brazil. It then went on to cover India, Ethiopia and other coffee-producing countries.  
   
**2003** The project "illy bar concept,  a chain of Italian-style illy cafés -  was established. By the end of 2005 there were 50 in Italy and over 130 in seven countries worldwide, now known as “espressamente illy”.  
   
**2006-2007** After the coffee serving and the E.S.E system, an innovative new system Metodo iperEspresso was launched for preparing "next generation" café quality espresso at home or at the workpalce.